

In the Claims

Below is a list of current claims with status identifiers.

~~1~~ 1. (Currently Amended) A method of presenting banner advertising of a web page to a user, comprising the steps of:

providing a server node disposed on a network that interfaces with a user node disposed on the network;

5 obtaining from the user node current video resolution settings of the user node by the server node over the network and without user intervention in response to the user accessing the server node and at the time of the user gaining access to the server node, which obtained video resolution settings represent the user node resolution settings at the time of access to the server node by the user; and

C/ 10 transmitting to the user node from the server node a web page having maximized viewable banner advertising content which corresponds to the video resolution settings of the user node.

2. (Original) The method of Claim 1, wherein the step of obtaining obtains the video resolution settings from an operating system of a user computer of the user node.

3. (Currently Amended) The method of Claim 1, wherein during the step of obtaining, the server node queries the user node for the video resolution settings via a resolution request signal.

4. (Original) The method of Claim 1, wherein during the step of transmitting, the server node transmits the web page having one or more banner objects which have been increased in size in relationship to a given video resolution, and one or more of said banner objects which have not been increased in size to that given video resolution.

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5. (Original) The method of Claim 1, wherein during the step of transmitting, the server node transmits the web page having one or more banner objects which have been increased in size in relationship to a given video resolution and without adding spacing material.

~~5~~ 6. (Currently Amended) The method of Claim 1, wherein the server node has one or more predefined web pages for corresponding to one or more predetermined video resolutions, and select ones of the one or more of the predefined web pages are transmitted to the user node during the step of transmitting according to the video resolution of the user node.

C/ 7. (Original) The method of Claim 1, wherein a geometry management algorithm automatically structures layout of the web page using one or more banner objects which are scaled in size and altered in geometry such that web page real estate coverage is maximized without adding spacing material.

8. (Currently Amended) An architecture for presenting banner advertising of a web page to a user, comprising:

a server node disposed on a network that interfaces with a user node disposed on said network, said server node having;

5 means for obtaining from the user node current video resolution settings of said user node over said network and without user intervention in response to the user accessing said server node over said network at the time of the user gaining access to the server node, which obtained video resolution settings represent the user node resolution settings at the time of access to the server node by the user; and

10 means for transmitting the web page having maximized viewable banner advertising content to said user node from said server node, which web page corresponds to the video resolution settings of said user node, the video resolution of the web page set in response to said means for obtaining said video resolution settings

of said user node.

9. (Original) The architecture of Claim 8, wherein said means for obtaining obtains said video resolution settings from an operating system of a user computer of said user node.

~~10.~~ 10. (Currently Amended) The architecture of Claim 8, wherein said server node queries said user node for said video resolution settings via a resolution request signal.

C/ 11. (Original) The architecture of Claim 8, wherein said server node transmits the web page having one or more banner objects which have been increased in size in relationship to a given video resolution, and select ones of said one or more banner objects which have not been increased in size to said given video resolution.

12. (Original) The architecture of Claim 8, wherein said server node transmits the web page to said user node, the web page having one or more banner objects which have been increased in size in relationship to a given video resolution without adding spacing material.

13. (Currently Amended) The architecture of Claim 8, wherein said server node has one or more predefined web pages for corresponding to one or more predetermined video resolutions, and select ones of said one or more of the predefined web pages are transmitted to said user node according to said video resolution of said user node.

14. (Currently Amended) The architecture of Claim 8, wherein a geometry management algorithm automatically structures layout of the web page using one or more banner objects which are scaled in size and altered in geometry such that web page real estate coverage is maximized without adding spacing material.

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15. (New) The method of Claim 1, wherein the user node includes a display, the step of transmitting further comprising maximizing the viewable banner advertising content without changing pixel dimensions of other viewable objects on the display.

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C/ 16. (New) The method of Claim 15, wherein the viewable banner advertising content is maximized without changing pixel spacings between other viewable objects on the display.

17. (New) The architecture of Claim 8, wherein said user node includes a display and said viewable banner advertising content is maximized without changing pixel dimensions of other viewable objects on said display.

18. (New) The architecture of Claim 17, wherein said viewable banner advertising content is maximized without changing pixel spacings between other viewable objects on said display.
